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ABSTRACT

Ten percent of the registered voters of Camarillo, California were surveyed by questionnaire to determine what personal factors were correlated with knowledge of library services and facilities. Thirty per cent (357) of th returns were tabulated, with findings that knowledge about the library and use of it were highly related, and that occupation and distance from the library were related to knowledge about the library. There was no relationship found between library knowledge and age, sex, marital status, duration of residence, income, or education. A bibliography of related materials is included. (LS)

ED 090943

THE RELATIONSHIP BETWEEN SELECTED PERSONAL FACTORS AND KNOWLEDGE OF THE PUBLIC LIBRARY OF SELECTED ADULTS IN VENTURA COUNTY, CALIFORNIA

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by

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THE PROBLEM

BACKGROUND

The public library is now poised at a balance point, between the options of becoming a vital, relevant social institution, or becoming an obsolete one. The direction in which the balance will tip in the near and distant futures depends to a great deal on how effectively libraries respond to the real needs of the communities. Change has become an imperative, but the emphasis and the type of changes are still uncertain. Even though the rate of change is accelerating for many other public institutions in response to an even faster acceleration in public needs, "with few exceptions public libraries look much as they did thirty years ago before World War II."[1] Not only do they look the same, but their function is still primarily the same — serving a mostly middle class, better educated, white clientele.[2]

One area of libraries which is in great need of examination is that of the patron, of his (her) needs, and how effectively libraries are meeting those needs. Our most vital concern should be communication with the group we hope to serve - the public. In a discussion of responsiveness to user's needs, the National Advisory Commission on Libraries states:

> Libraries are reservoirs of information whose means and end of distribution are determined by the function the information is to serve in the hands of the user rather than by some abstract set of values inherent in the term "library" itself.[3]

If this elemental principle is indeed true, then a prerequisite for improving library service is to ascertain who, in fact, these users are.

To examine library users, and not at the same time consider library non-users would be inconsistent with the purpose of increasing library relevance to all of society. This was one of the explicit charges of the National Advisory Commission, to "provide adequate library and informational services for the public at large".[4] Considering only library users will not fulfill this objective. We must also learn what factors distinguish library users from non-users. And, as Charles Evans states, "it isn't enough to know that housewives are more likely than business men to be library users. It is also necessary — and even more important — to learn

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[1]John F. Anderson, "Who Speaks For the Concerns of Library Service?," American Libraries, I (December, 1970), 1062.

[2]Bernard Berelson, The Library's Public, p. 49.

[3]Douglas M. Knight and E. Shepley Nourse, eds., Libraries at Large, p. 498.

[4]Ibid., p. vii.

how housewives and business men who are library users differ from housewives and business men who never use libraries."[1]

Even so, many of the studies which have been conducted in library use have considered only library users, and not the remainder of the community as well. "The literature is nearly void of studies identified with nonusers of libraries."[2] Many decisions which have been made in public libraries in the past were either based on these limited studies of only users, or on no studies at all. As summed up by Keith Doms,

> Lacking an adequate supply of scientifically gathered data regarding the library user and his motivation, or conversely, the nonuser and his lack of motivation, it follows that far too much planning of services and facilities is undertaken in a semivacuum. And for far too many years, public library planning and development has been derived from a mysterious essence seemingly comprised of one part tuition, one part information, and one part assumption. Admittedly, while this formula has produced many good decisions, one wonders how many would have been better if one had possessed a fuller knowledge of the user and the nonuser.[3]

This is not to say that there have been no studies of users and non-users. There are some investigations which have attempted to construct profiles of users and non-users, and relate the factors considered to library use. Those factors which are usually considered are age, sex, educational level, economic level, marital status, distance from the library, and race. One aspect of users and non-users which has rarely been considered, and has never been related to library use, is the factual knowledge of the library which is held by the user/non-user.

If libraries are to become more relevant to society, a flow of communication must be established between the library and the public. Just as librarians must learn more about the community in order to be effective, so must the community learn more about the library, to be able to maximize their use of it. This exchange must occur if any positive changes are to occur in libraries. People must be given more information about what libraries are, what they can do, and how they can be utilized. Many times the public has no knowledge of these facts, or if they are aware, it is usually at a minimal level. "There are serious and persistent weaknesses

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[1]Charles Evans, Middle Class Attitudes and Public Library Use, p. 23.

[2]Knight, Libraries at Large, p. 63.

[3]Keith Doms, "Needed: A Fuller Knowledge of the User and Nonuser," Wilson Library Bulletin, XLI, (May, 1967), p. 931.

in the knowledge and ability of today's library clientele to make effective use of library services and materials."[1] And, as Berelson says, "this lack of knowledge about the public library is, perhaps, at the core of the reaction to the public library by people in general."[2]

People must be informed about what the library has, and how to use these facilities, in order for them to maximize their total utilization of libraries in the future. To arbitrarily decide what to teach the public, and at what level to begin is difficult. We can either do what has been done in the past -- decide amongst ourselves what the public does or doesn't know, (and therefore what remains to be taught); or we can ask the public itself these questions.

If we can ascertain the level of knowledge about the library which the community already psssesses, we will have a foundation of facts on which to begin to build.

NEED FOR RESEARCH

While some limited research has been conducted regarding knowledge of the public library, no studies have related this knowledge (or lack of it) to library use/non-use. In The Role of the Public Library in Maine: Consumer Needs and Attitudes towards Public Libraries in Maine, twenty-six communities were surveyed, with a total of 1,900 respondents. Although one detailed question was asked in the questionnaires regarding specific knowledge of the different services of the library, the resulting data were compiled solely by town, rather than by any demographic factors of the respondents themselves. Comparisons were made between those services actually offered, and those services which respondents indicated they thought were offered. However, no relationship was considered between this knowledge of the library, and any other data collected.[3] (see p. 8)

Berelson, in The Library's Public, indicates the general findings of several different studies regarding knowledge of the library, but in no way relates these levels of knowledge to any other factors. Speculation is offered about the possible relationship between low levels of knowledge, and

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[1]Knight, Libraries At Large, p. 327.

[2]Berelson, The Library's Public, p. 84.

[3]Arthur D. Little, Inc., The Role of the Public Library in Maine: Consumer Needs and Attitudes Towards Public Libraries in Maine, p. 73.

the attitude towards the library, but no further data are discussed.

Evans does a thorough study of users and non-users in Oceanside, California, in Middle Class Attitudes and Public Library Use, in which he considers various personal factors, and relates them to attitude towards the library. No data are collected on the respondents knowledge of the library, its services or facilities.

As part of the National Advisory Commission on Libraries study, in 1967, Mendelsohn and Wingerd conducted both an extensive literature search, and a public opinion poll, relating to use of libraries. However, they did not address themselves to the factors of knowledge of libraries in the public.[1]

Knowledge of the library in the public might have some relationship to use or non-use of the library. Perhaps there is also a relationship between those personal factors usually used to determine a profile of the user/non-user, and their knowledge of the library.

STATEMENT OF PURPOSE

The purpose of this study is to investigate the relationship between selected personal factors and knowledge of the library of selected adult library users and non-users, in Ventura County, California.

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[1]Harold Mendelsohn and Karen Wingerd, "The Use of Libraries and the conditions That Promote Their Use. A Report to the National Advisory Commission on Libraries," in Knight, Libraries At Large, pp. 55-88.

HYPOTHESES

Variables:

A. Dependent Variable:

Knowledge of the library: (5 fold)

Very low; low; average; high; very high.

B. Independent Variables:

1. Age: (8 fold)

18-21; 22-25; 26-33; 34-41; 42-49; 50-57; 58-65; 66 and over.

Berelson stated there was a negative correlation between age and use of the library.[1]

2. Sex: (2 fold)

Male; female.

Evans indicates more library users are female, and more nonusers are male.[2]

3. Education: (7 fold)

Years of school completed: Elementary: under 5; 5-7; 8;
High school: 1-3; 4;
College: 1-3; 4 or more.

Berelson found that library users have attained a higher level of education than library nonusers.[3]

4. Occupation: (8 fold)

Retired; student; housewife; farmworker; bluecollar (craftsmen, mechanic, etc.); whitecollar (business, sales, technical, etc.); professional; other.

Berelson found the public library to attract "more representatives from the 'higher' occupations in the community than from the 'lower'".[4]

5. Income: (7 fold)

Under $4,000; $4,000 to $5,999; $6,000 to $7,999; $8,000 to $9,999; $10,000 to $13,999; $14,000 to $17,999; $18,000 and over.

Berelson found a greater use of the public library by the "higher economic groups".[5]

6. Distance from the Camarillo library: (3 fold)

Less than one mile; 1-5 miles; more than 5 miles.

Berelson states that "in every case, the closer people live to a public library, the more they use it."[6]

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[1]Berelson, The Library's Public, p. 23.

[2]Evans, Middle Class Attitudes and Public Library Use, p. 81.

[3]Berelson, op. cit., p. 24. [4]Ibid., p. 37. [5]Ibid. [6]Ibid., p. 43.

7. Time lived in Camarillo: (4 fold)

Less than 1 year; At least 1, but less than 2 years; At least 2, but less than 5 years; 5 years or more.

Evans found more non-users than users had been residents for less than two years.[1]

8. Marital status: (4 fold)

Single; divorced; widowed; married.

Berelson states that single persons use the library relatively more than do married people.[2] Mendelsohn found that "single people in general are most likely to use public libraries".[3]

9. Languages spoken: (3 fold)

English only; English and Spanish; Spanish only.

The questionnaire will be translated into Spanish on the reverse side, as will be the cover letter. As of the April 1970 Census, the Spanish surname population comprised 20% of the total population of Ventura County.[4]

10. Languages read: (3 fold)

English only; English and Spanish; Spanish only.

11. Use of the library: (4 fold)

None; low; average; high.

Evans found that attitudes towards the library were significantly more favorable in library users than those of non-users.[5]

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[1]Evans, Middle Class Attitudes, p. 108.

[2]Berelson, Library's Public, p. 39.

[3]Mendelsohn and Wingerd, "The Use of Libraries and the Conditions That Promote Their Use," in Knight, Libraries at Large, p. 79.

[4]U.S. Department of Commerce, Bureau of the Census, Preliminary Spanish Language-Spanish Surname (Mexican-American) Population Statistics, April 1970, p. 10.

[5]Evans, op. cit., p. 109.

STATEMENT OF RELATIONSHIPS:

1. There will be a positive correlation between knowledge of the library and
   a. age
   b. sex
   c. education
   d. time lived in Camarillo
   e. use of the library
   f. marital status

2. There will be a negative correlation between knowledge of the library and
   a. occupation
   b. income
   c. distance from the Camarillo library
   d. languages spoken
   e. languages read

DEFINITIONS

Knowledge of the library is used here to indicate an awareness of the various services, functions, and resources of the public library system. These include books, audio-visual materials, periodicals, newspapers, telephone information service, interlibrary loan, circulation system, book catalog, business services, reference (information) service, bookmobile service, and the historical collection.

Adults are defined here as age eighteen and over.

Use of the library is defined here as going to a library or bookmobile to use materials there or borrow them; use the facilities of the library; use of materials borrowed by someone else.

RELATED RESEARCH

Research which discusses knowledge of the public library has been very limited, and none of the research has related knowledge of the library to any other factors considered.

In The Role of the Public Library in Maine, respondents were asked to indicate whether or not they thought their library had certain services. They were also asked to indicate, for those services they thought their library did not have, whether or not they would like to have them. The services which were listed were: telephone book renewal; book delivery to shut-ins; telephone reference service; inerlibrary loans; photocopier to copy pages; bookmobile service; microfilmed newspapers, etc.; extended loans for vacationers; book, reading list on selected topics; book slot for returning books when the library is closed; WATS line to State library; reserve book system; listening room for records; and other.[1]

Librarians of the libraries in the twenty-six communities surveyed were asked to indicate, for those services listed above, which their libraries did or did not have. Comparisons were made between services actually offered, and those people thought were offered, by town. There was a wide disparity in some towns between what was offered, and what was thought to be offered. For example,

> 36% of the Portland respondents thought they had a telephone book renewal, but the librarian did not check it as a service offered. Yet 92% of the Blue Hill respondents knew of their service. Sixty-seven percent of the Bangor respondents did not know whether or not they had a telephone book renewal in their library. ... In some instances, over a third of the respondents indicated a desire for a service which they already received... For example, 41% of Caribou's respondents desired a record listening facility, which they already had.[2]

The 1,900 respondents in this survey were separated intc five groups, as follows; (1) 716 library card holders (referred to as users) selected from registration files; (2) 775 persons who do not hold a library card (referred to as non-users); (3) 232 patrons (controlled circulation of questionnaires in four large libraries); (4) 76 respondents in bookmobile towns; (5) 94 mailed questionnaires to people known not to have phones, etc.[3]

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[1]Arthur D. Little, Inc., The Role of the Public Library in Maine, p. 249.

[2]Ibid., p. 73.

[3]Ibid., p. 7.

There is no indication, though, how any of this data relates to any of the other factors which are considered, such as age, sex, library use, education, income, marital status, or city size.

Berelson briefly discusses what he terms "public ignorance of library services". Only simple percentages are given:

> Only 33 percent of the adults in certain large cities knew how the public library is financed, and only 40 percent knew that the public library offers other services in addition to book lending; only 56 percent of the adult population of Los Angeles knew correctly the location of the nearest branch library; fully 25 percent of the library users in the same city did not know of any library service "aside from lending books;" about 22 percent of the residents in a Michigan county did not know the nearest library outlet; and more than 25 percent of library users the country over did not know what the card catalogue is.[1]

As Berelson's work is based on many different studies, with no specific data being given for these particular conclusions, it is difficult to have a great deal of confidence in these statements. There is also no indication of any related factors to these knowledge levels, no sign of whether or not any specific factors correlate with low or high levels of knowledge.

In Mendelsohn and Wingerd's study done for the National Advisory Commission on Libraries in 1967, users and nonusers are characterized as follows:[2]

Users	Nonusers
Women	Men
Young adults (21 to 34 years old)	Persons 50 years of age and older
College educated persons	Persons separated, divorced, or widowed
Parents of two children	Childless persons
Caucasians	
Residents of large cities	
Professional people and those engaged in white-collar occupations	

Although no consideration was given in this study to the factor of knowledge of the library, these user/non-user profiles are quite relevant. These generalizations about users and non-users are similar to those found by Berelson and others.

Evans also found users to be better educated than non-users, and sixty percent of the users were women, while non-users were almost equally divided

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[1]Berelson, The Library's Public, p. 84.

[2]In Wright, Libraries at Large, p. 78.

between the sexes. More newcomers to Oceanside were non-users than users, and more users than non-users patronized libraries other than the Oceanside Public Library.[1]

A study of the public's attitudes toward public library services in Essex County was sponsored by the New Jersey State Library in 1969. One of its expressed purposes was to ascertain the public's "awareness of library services offered," as well as other considerations of usage and attitude. However, this primarily telephone interview survey asked different questions of library users and non users. Respondents who indicated they had used the library within a year were read a list of various library services, and asked which they had or had not used. Respondents who indicated non-use were read the same list, but asked to indicate which services would be of interest to them. No other questions were asked relating to awareness of library services or facilities.[2]

A use survey of the Springfield (Oregon) Public Library also stated as one purpose to investigate awareness and use of various library services by both users and non-users. However, the methodology employed is sufficiently in error to warrant very little confidence in any data or conclusions offered. Also, no questions are in fact asked which do relate to awareness or knowledge of library services.[3]

In the academic sphere, a study was conducted of the response of 4,170 college seniors (all prospective teachers), in sixty-nine colleges from thirty-eight states. This study was done in 1961-1964 by Ralph Perkins, and was to "determine the extent of the prospective teacher's knowledge of library fundamentals as revealed by available library usage tests".[4] The general conclusions were that there was an unfamiliarity with standard reference materials; inability to translate the information on catalog cards; little or no knowledge of supplementary materials for their specific grade they planned to teach; and an inability to make use of library facilities.[5]

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[1]Evans, Middle Class Attitudes and Public Library Use, p. 84.

[2]Market Dynamics, Inc., The Public's Attitude Toward Public Library Services in Essex County, New Jersey, p. 6.

[3]Arlo Giles, A Survey of the Springfield Public Library, p. 32.

[4]Ralph Perkins, The Prospective Teacher's Knowledge of Library Fundamentals, p. 15.

[5]Juanita M. Landman, "Instruction or Destruction," Educational Forum, XXXII (January, 1968), p. 207.

It was also emphasized that it was "highly unlikely that any other group of college students would prove superior in their knowledge of library fundamentals."[1]

If knowledge of the library is as minimal as this in such a supposedly well-informed group as teachers, what implications does this hold for the general public?

The investigation of the awareness, or level of factual knowledge among any group in the community, (the general public or student groups) is very sparse. Most information regarding library users and non-users is of a demographic nature, or is concerned with their attitudes and opinions.

The following sources were searched for any related research. (Only those studies which have been discussed in this section dealt in any way with knowledge of the library in the public.)

N. M. Cohen. Library Science Dissertations, 1925-1960.

Dissertation Abstracts.

Education Index.

ERIC/CLIS Abstracts (a computer search was conducted with the descriptors Public Libraries, Library Guides, County Libraries, Library instruction, Use Studies. Seventy-one abstracts were printed.)

Library and Information Science Today: LIST 1971, 1972.

Library Literature.

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[1]Perkins, Teacher's Knowledge of Library Fundamentals, p. 199.

METHODOLOGY

POPULATION AND SAMPLING PROCEDURES

Adult residents (18 years of age and over) of Camarillo, in Ventura County, California, will form the population for this pilot study, which is planned to eventually include the entire county. Camarillo is defined here as tracts #52, 53, 54, 55, and 56 of the 1970 Census of Population (see Appendix 1). The total population (all ages) for these tracts in the April 1970 Census is 27,571 people.[1] The total estimated population for these tracts as of January 1, 1973 is 31,397 people.[2]

The number of adults (age 18 and over) for these tracts as of the April 1970 Census was 17,448.[3] The number of adults equals 63 percent of the total population. Figures are not available in the January 1973 data according to age groups, so it is therefore necessary to estimate for the number of adults relative to the total population. Using the same percentage of adults to total population, the estimated number of adults as of January 1, 1973 is 19,869 people.

There is no city directory available for Camarillo, nor any other listing of residents. Due to economic considerations, it was not feasible to compile one for this study. Therefore, a decision was made to use the voter registration roles as the sampling frame. All those library users and non-users who are not registered voters would, of course, be excluded from the frame. Although this does reduce the representativeness of the group, we believe this is the best of all the possible alternatives.

There are 46 election precincts in this defined area, with a total of 13,651 registered voters.[4] Thus, the number of registered voters equals about 68 percent of the total population being considered.[5]

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[1]U.S. Department of Commerce, Bureau of the Census, General Population Characteristics. 1970 Census of Population, California, Table P-1.

[2]Ventura County Planning Department, Population, Number 46, January 1, 1973.

[3]U.S. Department of Commerce, Bureau of Census, General Population Characteristics, 1970 Census of Population, California, Table P-1.

[4]Compiled by Kenneth Webb, Supervisor, Ventura County Elections Department, on April 19, 1973.

[5]Figures as of January 1, 1973 are used as current.

Names of the registered voters are available both by address, and by alphabetical name listings. The address roles were used as the sampling frame. A systematic sample of every tenth listing will be taken. The result was a sample of 1,365 names, or ten percent of the population under consideration.

METHOD OF DATA COLLECTION

The data collected in this study will be knowledge of the public library in library users and non-users in Ventura County, California. Each respondent will also be asked to supply information on selected personal factors.

The instrument to be used is a questionnaire, which will be sent to the home address of the randomly selected adults in the sample. The questionnaire draws on several of the previously mentioned studies, as well as a need for specific factual information (see Appendix 3).

The questionnaire, and explanatory cover letter were translated into Spanish, to allow for that potential portion of sampled individuals who are primarily Spanish speaking (see Independent Variable #9, p. 6).

For the dependent variable, a knowledge of specific services and resources of the public library is to be determined (see definition). All the items listed in question #1 are offered by the Camarillo branch of the Ventura County and City Library, with two exceptions. Items "o" and "q" are not offered, and were included as a control for those respondents who might indicate knowledge of all services listed, even though in fact they did not know what the library offered.

Questions #2 through #5 are intended to obtain data on the respondent's knowledge of certain policies and functions of the library, as not covered in question #1.

The independent variables are factors which Berelson, Evans and Mendelsohn have considered to be significant in their studies of library users and non-users, but which they have not related to knowledge of the library.

On October 25, 1973, the questionnaire, cover letter, and postage paid return envelope were sent to the sample group of adult registered voters. All questionnaires to be considered were returned by November 31, 1973.

At the same time, an article was placed in the Camarillo Daily News, which was intended to inform persons that the study was a legitimate one (see Appendix 4). It was hoped that people might be more inclined to respond if they were aware that the study was being conducted before they actually received the questionnaire in the mail.

ORGANIZATION OF THE DATA

Of the 1365 questionnaires sent, 201 were returned to us by the post office as undeliverable due to change of address. This reduced the number of questionnaires under consideration to 1164.

366 (31.4 percent) were received by the date specified. 357 (30.7 percent) had at least some usuable information, and nine had no usable information at all. This response rate of 31.4 percent seems relatively good, as Evan's study in Oceanside produced a response rate of 13.6 percent.[1] Evans also did not employ any follow up procedures.

Not one of the Spanish language questionnaires was returned, although some respondents did indicate that they read or spoke Spanish (see Table 10).

The respondents were asked to answer questions to determine their awareness and knowledge of the library, as well as questions to obtain information on selected demographic factors. All the data from the returned questionnaires was keypunched, and input to the IBM 360 computer at the Computer Center at the University of Southern California. The program employed to analyze the data was the Statistical Package for the Social Sciences.

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[1]Evans, Middle Class Attitudes and Public Library Use, p. 70.

FINDINGS

KNOWLEDGE LEVEL

For scoring purposes, answers to the questions dealing with knowledge of the library (questions 1-6) were coded with numerical equivalents, with the higher level of knowledge given the higher score. A total knowledge score was computed for each respondent, and this score was assigned a value of either very low, low, average, high, or very high (see Table 13). The largest concentration of respondents were in the average category (see Table 1).

The total knowledge score was used for analysis with other variables, but the separate scores for each section of the questions was also tabulated, to determine specific areas of high or low awareness. Table 1 shows the distribution to all the parts of question 1, and Table 2 shows the responses to questions 2-6. People were very aware of some of the common and traditional services of libraries, such as books, magazines, newspapers, and phonorecords, but not as aware of some of the other services and facilities. 41.0 percent of the respondents were not sure if the library had a book-form catalog (some people indicated they did not know what was meant by this term), and 27.5 percent indicated the library had it, but they did not use it. 35.1 percent of the respondents were not sure if the library offered community and government information. 42.7 percent indicated they were unsure if the library had a telephone reference service, and 17.2 percent said the library did not offer this service. The response to the control questions (1o and 1q) was also interesting - 69.8 percent were not sure whether slides were offered, and 11.8 percent indicated slides were not offered at all. However, 86.1 percent of the respondents indicated that the library did not offer a television lounge, and 11.0 percent were unsure. This might indicate that people were more familiar with the library building, and not sure of those services and materials that they themselves did not use.

In response to question 2, 89.5 percent of the respondents were aware that books could be put in the book return slot when the library itself was closed, but only 47.3 percent knew it could be returned to any other branch or bookmobile. 88.6 percent of the respondents knew that the Camarillo Library was part of the Ventura County and City Public Library System, but only 22.3 percent knew that it was also part of the Black Gold Cooperative Library System.

The answers to question five are interesting. They show that 91.2 percent of the respondents thought that if the Camarillo Library did not have the needed book or information, they would seek help from other libraries in Ventura County, but that only 60.8 percent thought they would seek help from other libraries in Southern California, and only 43.4 percent felt that they would seek assistance through the State Library. This might indicate unawareness on the part of the respondents of the interlibrary loan policies and information resources of the library.

Question 6 was intended to investigate the respondent's knowledge of the fact that the library will attempt to answer any type of reference question, regardless of the nature of the subject area. Generally, the respondents were aware that this was the case. Only one subquestion, 6f (what was Cary Grant's first movie?), caused respondents to indicate some doubt as to whether or not the library would answer a question like this (see Table 2). Perhaps this is a result of the attitude toward the institution of the library as a whole, but this can only be speculated upon, as attitude was not a variable in this research.

Thus, although the general awareness level of the respondents was average, there were some areas of higher and lower awareness which varied with individual services and facilities.

THE SUBJECT GROUP

The total knowledge score which was computed for each respondent was employed in a Chi square analysis to test for significant relationships between those knowledge levels, and the personal characteristics of distance from the library, length of time lived in Camarillo, age, sex, years of school completed, marital status, languages spoken, and languages read (see Table 14).

Use of the Library - Only 62 respondents (17.4 percent) indicated that they did not use the library at all. 39.3 percent indicated that they used the library less than once a month, and 34.3 percent indicated that they used the library at least once a month, and less than once a week. Only 9.0 percent indicated that they used the library once a week or more (see Table 3). The statistical analysis revealed a significant relationship

between knowledge of the library, and use of the library (see Table 14).

Distance from the Library - The majority of respondents (75.8 percent) live between one and five miles from the library, and only 8 persons (2.3 percent) indicated that they did not know where the library was located. Although Evans did not find distance from the library to be significant related to use, in this study it was found to be significant in relation to knowledge of the library.[1] Living closer to the library has been associated traditionally with higher levels of usage, and may be seen here to relate to knowledge of the library as well.

Duration of Residence in Camarillo - 223 respondents (63.0 percent) have lived in Camarillo for five years or more. Only one respondent (0.3 percent) indicated living in Camarillo for less than one year (see Table 5). No significance was found between this characteristic and knowledge of the library, although Evans found that length of residence was significantly related to use.[2]

Age - The average age group for the respondents was from 34-41 years of age, with 93 responses (26.1 percent). There were 20 respondents between ages 18 and 21 (5.6 percent), and 13 respondents age 66 and over (3.7 percent) see Table 6. Again it is possible that the sampling frame may have had some influence on the resulting data. There was no significant relationship between age and knowledge of the library found. All adult age groups were represented in this sample.

Sex - The subject group contained more females than males. There were 249 female respondents and only 93 male respondents (see Table 7). This is definitely not a proportional representation of the population, but it might be a reflection of the sampling frame. However, no data is available on the sex distribution of the registered voters for this area. Significance was not found between sex and knowledge of the library, although Evans found sex a significant factor in use of the library.[3]

Years of School Completed - Respondents indicated a high level of education. 37.4 percent of the subjects indicated they had completed four years of college or more, as compared with 18.1 percent for the total

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[1] Evans, Middle Class Attitudes and Public Library Use, p. 76.

[2] Ibid. [3] Ibid.

population of the defined area.[1] The lowest year of schooling indicated by the subjects was 5-7 years of elementary school, with only two respondents in this group. (see Table 8). Again, the sampling frame may have had some considerable influence on the educationally advanced level of the subject group. No significant relationship was found between education and knowledge of the library, although education is generally considered a factor in use of the library.

Marital Status - 85.6 percent of the respondents indicated that they were married, which is slightly higher than the population rate of 70.4 percent, for the defined census tracts.[2] There was no significance between marital status and knowledge of the library, and Evans found no significance between use of the library and marital status.[3]

Occupation - 150 respondents (42.5 percent) indicated that they were housewives, and 88 respondents indicated that they were professionals (24.9 percent). No respondents indicated that they were farmworkers (see Table 11). It was found that there was a significant relationship between occupation and knowledge of the library, although Evans found no significant relationship between use of the library and occupation.[4] Again we must consider that the sampling frame was a factor in the high representation of professional people in the sample group.

Family Income - The respondents indicated a high median income level. 42.0 percent of the respondents indicated a total family income of $18,000 a year and over, and only 0.9 percent indicated an income level of under $4,000 a year (see Table 12). For the year 1969, the median income for these census tracts was $12,582, while the median income for this sample group was from $14,000 to $17,999. If allowance is made for the effects of inflation, it would seem that the sample group is fairly representative of the area for the characteristic of income. There was no significance found between

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[1]U.S. Department of Commerce, Bureau of the Census, Census Tracts, Oxnard-Ventura. Standard Metropolitan Statistical Area, 1970 Census of Population and Housing, Table P-2

[2]U.S. Department of Commerce, Bureau of the Census, Census Tracts, Oxnard-Ventura, Standard Metropolitan Statistical Area, 1970 Census of Population and Housing, Table P-2.

[3]Evans, Middle Class Attitudes and Public Library Use, p. 75. [4]Ibid.

[5]U.S. Department of Commerce, Bureau of the Census, Census Tracts, Oxnard-Ventura. Standard Metropolitan Statistical Area, 1970 Census of Population and Housing, Table P-4.

income and knowledge of the library.

Languages Spoken and Read - 47 respondents indicated that they spoke Spanish, and 47 indicated that they spoke some other language(s). There were 46 respondents who indicated they read Spanish, and 48 respondents who indicated they read other language(s). Due to the method in which the data was compiled, tests for significant relationships were not performed (see Table 10).

TABLE I

PERCENT DISTRIBUTION OF RESPONSES TO QUESTION I, BY SERVICES & FACILITIES

Services & Facilities	N	Library Does Not Offer This	Think It Might, But Not Sure	Library Has This, I Don't Use It	Library Has This, I Use Sometimes	Aware Of This, I Use It Often	Total %
a. BOOKS	345	0.0	1.4	9.5	41.4	47.3	100%
b. MAGAZINES	343	0.0	6.7	28.0	55.1	10.2	100%
c. NEWSPAPERS	341	0.3	13.5	50.4	31.4	4.4	100%
d. FILMS	339	6.5	49.9	36.3	5.6	1.8	100%
e. PHONO RECORDS	341	2.3	34.0	38.4	22.6	2.6	100%
f. CASSETTES	340	11.8	63.8	21.8	2.4	0.3	100%
g. INFORMATION (Reference) SERVICE	339	1.2	14.5	20.4	48.1	15.9	100%
h. TELEPHONE INFORMATION SERVICE	337	17.2	42.7	16.3	20.2	3.6	100%
i. BOOKMOBILE	337	5.9	14.2	56.7	19.6	3.6	100%
j. TALKING & LARGE PRINT BOOKS	336	3.0	55.1	37.5	3.9	0.6	100%
k. BOOK-FORM CATALOG	324	1.9	41.0	27.5	22.2	7.4	100%
l. AUTO-REPAIR MANUALS	340	0.9	35.9	48.8	12.1	2.4	100%

TABLE I - Continued

Services & Facilities	N	Library Does Not Offer This	Think It Might, But Not Sure	Library Has This, I Don't Use It	Library Has This, I Use Sometimes	Aware Of This, I Use It Often	Total %
m. CONSUMER'S INFORMATION	342	1.2	28.7	32.2	32.7	5.3	100%
n. STOCK MARKET INFORMATION	335	4.5	43.3	39.1	10.4	2.7	100%
o. SLIDES*	338	11.8	69.8	16.3	2.1	0.0	100%
p. COMMUNITY AND GOVERNMENT INFORMATION	339	2.9	35.1	36.3	23.3	2.4	100%
q. TELEVISION LOUNGE*	337	86.1	11.0	1.5	1.2	0.3	100%

*Library does not offer this.

TABLE 2

PERCENTAGE DISTRIBUTION OF RESPONSES TO QUESTIONS 2 THROUGH 6

QUESTION	N*	YES	NO AND DON'T KNOW	TOTAL
2. When a person checks out a book at the Camarillo library,				
a. it must be returned to that library only.	315	47.3	52.4	100%
b. it can be returned to any other branch or bookmobile as well.	314	53.2	46.5	100%
c. it can be put in the book return slot when the library is closed.	332	89.5	10.5	100%
3. The Camarillo library is part of the Ventura County and City Public Library.	350	88.6	11.4	100%
4. The Camarillo library is part of the Black Gold Cooperative System.	336	22.3	77.7	100%
5. If the Camarillo library does not have the book you need or want, or they cannot find the answer to your question, they can				
a. do nothing more about it.	241	15.8	84.2	100%
b. try to see if the other libraries in Ventura County can help.	340	91.2	8.8	100%
c. try to get the book or information from other libraries in Southern California.	301	60.8	39.2	100%
d. go to the State Library for assistance.	290	43.4	56.6	100%
6. Do you think the library would answer questions about the following items:				
a. natural childbirth	348	80.2	19.8	100%
b. points of grammar	351	90.0	10.0	100%
c. where to go for passport	350	76.3	23.7	100%
d. origin of name "Camarillo"	351	94.9	5.1	100%
e. who is your Congressman	350	90.9	9.1	100%
f. what was Cary Grant's first movie	349	61.9	38.1	100%
g. how to raise rabbits	350	85.7	14.3	100%
h. time difference between Camarillo and London	351	80.6	19.4	100%
i. translate a foreign word	350	81.7	18.3	100%

*N varies from question to question.

TABLE 3

USE OF THE LIBRARY

	NUMBER	PERCENT
Not at all	62	17.4
Less than once a month	140	39.3
At least once a month, but less than once a week	122	34.3
Once a week or more	32	9.0
TOTAL	N=356	100%

TABLE 4

DISTANCE FROM HOME OF RESPONDENT

TO CAMARILLO LIBRARY

	NUMBER	PERCENT
I don't know where the library is	8	2.3%
Less than 1 mile	52	14.7
1 - 5 miles	269	75.9
More than 5 miles	25	7.1
	N=354	100.0%

TABLE 5

LENGTH OF TIME LIVED IN CAMARILLO

	NUMBER	PERCENT
Less than one year	1	0.3
At least one, but less than two years.	30	8.6
At least two, but less than five years	97	27.6
Five years or more.	223	63.5
TOTAL	N=351	100%

TABLE 6

NUMERIC AND PERCENTAGE DISTRIBUTION

OF RESPONDENTS BY AGE

AGE	NUMBER	PERCENT
18-21	20	5.6
22-25	15	4.2
26-33	65	18.3
34-41	93	26.1
42-49	76	21.3
50-57	53	14.9
58-65	21	5.9
66 and Over	13	3.7
	N=356	100%

TABLE 7

NUMERIC AND PERCENTAGE DISTRIBUTION
OF RESPONDENTS BY SEX

SEX	NUMBER	PERCENT
Male	93	27.3
Female	249	72.7
	N=344	100%

TABLE 8

NUMERIC AND PERCENTAGE DISTRIBUTION
OF RESPONDENTS BY YEARS OF SCHOOL COMPLETED

YEARS	NUMBER	PERCENT
Elementary School		
Under 5 years	-	-
5-7 years	2	0.6
8 years	3	0.8
High School		
1-3 Years	10	2.8
4 years	90	25.3
College		
1-3 years	118	33.1
4 years or more	133	37.4
	N=356	100%

TABLE 9

DISTRIBUTION OF RESPONDENTS BY

MARITAL STATUS

MARITAL STATUS	NUMBER	PERCENT
Single	36	10.2
Married	303	85.9
Divorced	10	2.8
Widowed	4	1.1
	N=353	100%

TABLE 10

DISTRIBUTION OF RESPONDENTS BY LANGUAGES SPOKEN AND READ

	NUMBER	PERCENT
English Spoken (N=352)	352	100%
Spanish Spoken (N=357)	47	13.2%
Other Languages Spoken (N=357)	47	13.2%
English Read (N=350)	350	100%
Spanish Read (N=357)	46	12.9%
Other Languages Read (N=357)	48	13.4%

TABLE 11

NUMERIC AND PERCENTAGE DISTRIBUTION

OF RESPONDENTS

BY PRINCIPLE OCCUPATION OR ACTIVITY

OCCUPATION	NUMBER	PERCENT
Retired	12	3.4
Student	18	5.1
Housewife	150	42.5
Farmworker	0	0.0
Blue Collar (Factory, Mechanic, etc.)	7	2.0
White Collar (Office, Sales, etc.)	61	17.3
Professional	88	24.9
Other	17	4.8
	N=353	100%

TABLE 12

NUMERIC AND PERCENTAGE DISTRIBUTION

OF RESPONDENTS

BY TOTAL FAMILY INCOME

INCOME	NUMBER	PERCENT
Under $4,000	3	0.9
$ 4,000 to $ 5,999	5	1.4
$ 6,000 to $ 7,999	7	2.0
$ 8,000 to $ 9,999	15	4.3
$10,000 to $13,999	71	20.6
$14,000 to $17,999	99	28.7
$18,000 and over	145	42.0

TABLE 13

NUMERIC AND PERCENTAGE DISTRIBUTION

OF RESPONDENTS BY TOTAL KNOWLEDGE

LEVEL SCORE

KNOWLEDGE LEVEL	NUMBER	PERCENT
very low	18	5.0
low	42	11.8
average	157	44.0
high	137	38.4
very high	3	0.8
	N=357	100%

TABLE 14

CHI SQUARE ANALYSIS BETWEEN KNOWLEDGE LEVEL AND PERSONAL CHARACTERISTICS

CHARACTERISTIC	CHI SQUARE	d.f.	N	CRITICAL VALUE OF CHI SQUARE*
Distance from the Library	31.831	1	355	21.03
Time Lived in Camarillo	20.258	12	354	21.03
Age	30.813	28	356	41.34
Sex	5.011	4	344	9.49
Years of School Completed	24.640	20	356	31.41
Marital Status	14.491	12	354	21.03
Use of the Library	99.745	12	356	21.03
Occupation	37.302	24	353	36.42
Family Income	28.930	24	345	36.42

* for significance at the 0.05 Level

COMMENTS

Question #22 asked "Would you like to know more about the library?" with spaces for yes, no, and have no need to. 174 people checked "yes" (52.9%), 52 people checked "no" (15.8%), and 103 people checked "have no need to" (31.3%). The total number of responses to this question was 329.

As a branching question from the preceding one, the next item read "If yes, what would you like to know?" At the end of the questionnaire there was space provided for "any other comments". 220 (61.6%) respondents wrote in some comment in one or both of these areas. Although this data was primarily requested for the use of the Ventura County and City Library, some discussion of the comments is included here.

The comments were extremely interesting, as they showed much thought and concern on the part of most of the respondents. Many people were appreciative to have a chance for some input into the system, and were glad to communicate their thoughts. "Thank you for your interest; your letter and enquiry makes the individual resident feel important." "Thanks for the opportunity to answer this questionnaire. It has reminded me of the knowledge available to me for such minimal efforts." "And thank you! Hope your survey leads to improved services and awareness."

The comments were divided into several broad categories which indicated areas of interest among many respondents.

1. 76 comments indicated an interest in learning more about all services and facilities, and an interest in learning the answers to the questions asked in the questionnaire. "More about films and records and other services." "I would like to know the answers to the questions I didn't know. Also, the results of the survey." "Services available which the average person is unaware of." "Your questionnaire will prompt me to ask!" "A general description of services available."

Most of these comments indicated an interest in finding out what the library did in fact offer.

2. 26 comments about the new library building. (There is a new library building under construction in Camarillo, scheduled to open in the summer of 1974). Although a few persons commented on the need for a larger library without mention of the new facility, most were curious about when the new building would be open, and what services would be offered. "We are in

desperate need of a bigger library." "A small library for this sized town." "When will the new building be ready?" "What facilities will be added to the new library?" "When the new one is finished I'd like tours so as to familiarize myself with where things are."

3. 10 suggestions for a newsletter, or newspaper column about services and new titles. Although many persons showed an interest in learning more about the library, several wrote specific suggestions. "Could the local paper list new books as they are available?" "Perhaps a column or an article in the newspaper about general library usage or special features..." "Newsletter available to help me keep up to date on what is new and available here in town?" "A library report in the local paper monthly would be helpful." "Why doesn't the library offer free courses to teenagers in library usage."

4. 28 comments related to the staff, or the library in general. The comments on the staff were generally very favorable, with some negative comments. The comments on the library were favorable also, although people tended to be critical of the limitations of size and resources (see #7) "I have learned a lot about a lot of areas thanks to the library." "The librarians have always been very courteous and helpful." "A very good library." "The library is the best place in town - (next to the church)." "Librarians always eager to help." "For its size the Camarillo Library provides excellent services." "I feel they need better reference files and that the librarians be better informed!" "The library staff is grossly underpaid - P. S. I have no connection with anyone on the library staff!"

5. 16 comments related to the Black Gold Cooperative Library System, the Book Catalog (the "filing system"), and finding items. This subject seemed to draw the longest comments, most of which were critical of the system. Many people expressed an interest in a return to a card catalog, and claimed they could not figure out how to use the book-form catalog, or commented on its being out of date, etc. "How to use those books which replaced the card catalog - the way they are I'm never sure that they don't have something, only that they do." "I find the filing system quite difficult to use." "I find the book form catalog inefficient and irritating." "Perhaps it is because I am not really familiar with the new system that I get most of my information from other sources." "Do not understand new

method of filing books." "How to read card catalog that is in the new book form - I've tried and am at a total loss." "How they are able to get books so quickly through Black Gold." "Have used library less since institution of Black Gold System which seems incredibly unwieldy and impractical in this age of advanced technology."

6. 12 comments indicating that respondents didn't use the library, but that their children did, or that the library was considered primarily a children's library. "The Camarillo Library, I feel, is more of a children's library." I value a library and my children use it often." "My daughter uses the library more often than I do." "Excellent for children's books." "It's nice to know its there if I should need it and my children use it frequently."

7. 16 comments related to new books, best sellers, renewals, delays in requests, "unlimited collection", hours too short, or other insufficiences. Many of the respondents were critical of the failure of the collection to meet their needs, and were interested in more books, more recent titles, and longer hours. "Like to have more current books and more copies of them, esp. best-sellers." "I would like to read best sellers without waiting six months to a year." Camarillo is a small town but it takes 3 to 6 mo. to get a book." "Why don't they carry a bigger variety of books." "Why is it not open on Sundays." "How the library might be open seven days per week and more hours per day." "It is too small to have a great variety of books in the subjects I am interested in." "Why does the library close early on Fri. & Sat.?"

8. 28 other comments, including some explanations of none-use, personal or special interests, and other criticisms. "More books on the origin of languages of the world." "How to locate books on a specific subject except by hit or miss selection." "Can films be checked out for personal use-" "Who determines which books are kept in the Library?" "Why is supply of technical material (books/magazines) so small?" "Used records from library, but were in such poor condition didn't want to damage my own needle. Purchased own." "Whether it offers professional material in the field of elem. ed." "I own a rest home and would like information about what is specifically available for the elderly." "Noise level too high."

"Need larger fiction section." "Need more reference material in Camarillo."

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

This study examined the relationship between selected personal factors and knowledge of the public library of selected adults in Ventura County. Significant relationships were estabiished between knowledge of the library and use of the library, distance from the library, and occupation, supporting these hypotheses. All other hypothesized relationships were not supported.

The strong correlation between use of the library and knowledge of the library indicates that the more a person uses the library, the more likely he is to know more about it. Conversely, it may be possible to increase use of the library by increasing the factual knowledge among patrons of the services and facilities which are available. As Evans states "...library use may be increased by increasing public awareness of the library, by making people better informed about the library, and by creating in their minds a more accurate concept of the library's utility."[1]

The study also found the occupational level of the respondents to relate to their knowledge of the library. This might be a factor which also relates to the reasons why people use the public library - for occupational rather than recreational purposes. The fact that there is a relationship between knowledge and occupation, and that there is not a relationship between knowledge and education, might lead to some interesting implications as to how people learn about the library. Perhaps the use of the public library is more strongly influenced by vocational and business related factors, than by educational background. However, no data was compiled here to relate occupation to education, so conclusions cannot be drawn here.

The fact that distance from the library was significant to the knowledge of the library may have some implications in the nature of the area itself. However, there might be some relationship between use of the library and distance from the library for this subject group. Data were not compiled for this relationship, however.

The demographic factors which have traditionally associated with us

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[1] Evans, Middle Class Attitudes and Public Library Use, p. 116.

of the library do not seem to be significant for knowledge of the library. Factors of age, sex, marital status, duration of residence, income, and education are not related to the knowledge of the services and facilities of the public library in Camarillo.

RECOMMENDATIONS

The factor of use seems to relate most strongly to the knowledge of the library. The library should attempt to inform patrons about the various services and facilities which are available, with the possible result of increased use. The library should also consider informing non-users in the community, as increased awareness of the library might serve to bring more of these non-users into the library.

The factor of distance from the library has special implications in this area, due to the fact that a new library building is under construction to replace the existing branch. Special efforts might be made to compensate for this change in location. Although it is anticipated that the new facility will increase use, and hopefully, awareness of the library, some shift in patron profile might be anticipated.

The library should also give considerable attention to the information needs of the patron group, and determine if they are occupational, recreational, or educational in nature. Possible implications for collection development are obvious.

Suggestions for Further Research

This study does not examine the relationship between attitude towards the library, and knowledge of the library. It is possible that a relationship exists between the factual knowledge of the institution, and a person's attitude towards it.

An examination of the different approaches to educating the public about the library would be most useful. What methods would be most effective for teaching the public about their libraries?

Serious consideration should be given to the importance of determining the information needs of patrons, and the sources they use to satisfy those needs. It would be most useful to ascertain where public libraries belong

in the total information resources available to the public. Is a traditional orientation toward print a factor in the use and function of the library when compared with other sources of information?

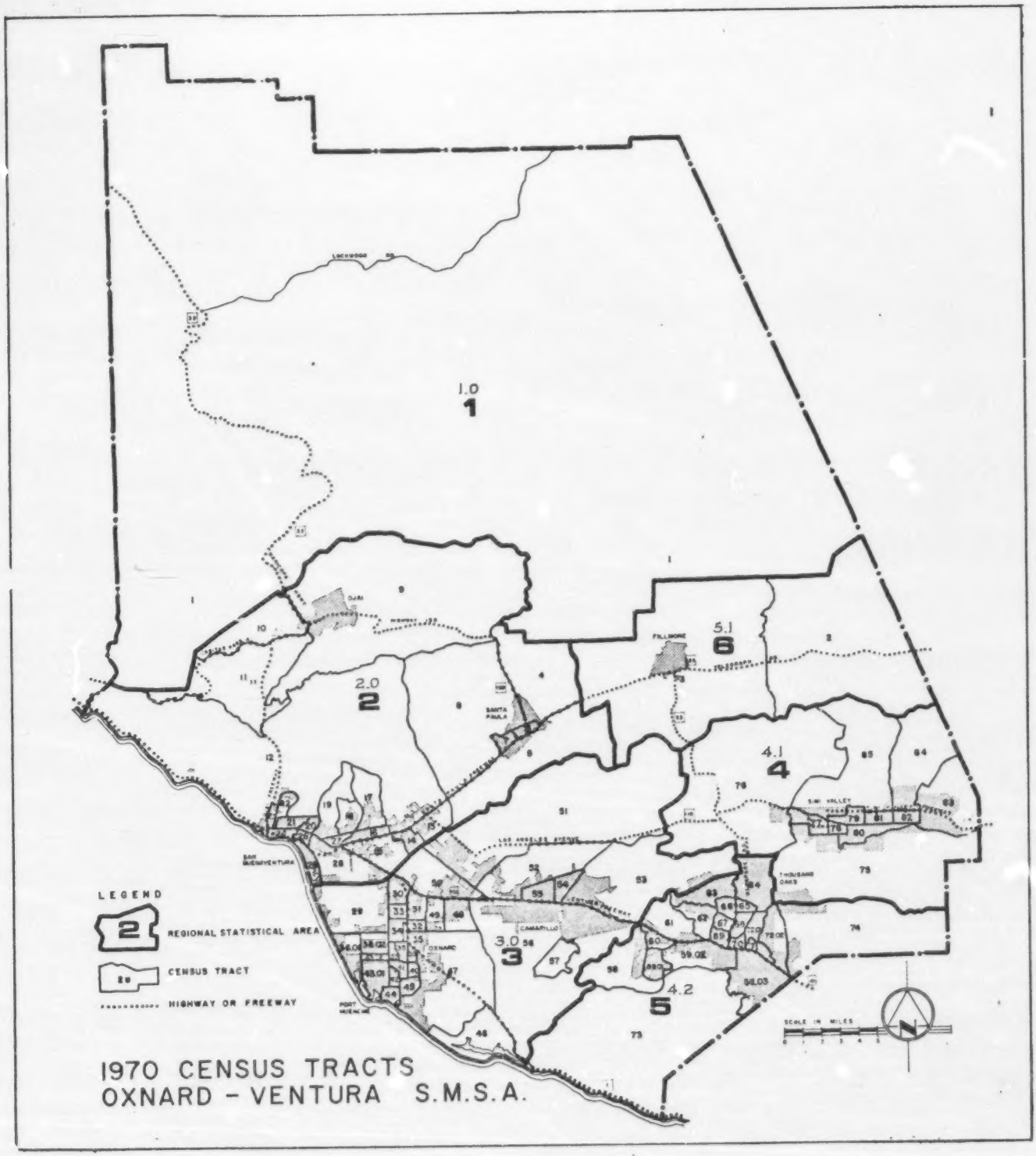
Is there any relationship between continuing education and the knowledge and use of the public library? Does instruction in library use in school have any effect on the out-of-school adult?

What relationship do librarians themselves have with the level of knowledge in the public regarding public libraries? Are they the group which most contributes to whatever knowledge of libraries the public already does possess, or is a specific need for information the greatest educator?

More detailed analysis of the data should be done, to determine if there are any relationships between use, and other characteristics discussed. Also, this project should be expanded to include other areas of Ventura County, to permit comparisons to be made. It would be interesting to see if there is any variation in knowledge which might relate to region or area, as well as the other demographic factors.

APPENDIX 1

MAP OF CENSUS TRACTS



1970 CENSUS TRACTS
OXNARD - VENTURA S.M.S.A.

APPENDIX 2

COVER LETTER

UNIVERSITY OF SOUTHERN CALIFORNIA
University Park
Los Angeles, California 90007

Dear Camarillo Resident:

How aware are YOU of your public library?

The way you answer this question can help to improve library service, not only in Camarillo, but for all of Ventura County. We need the help of everyone - those people who don't use the library, as well as those who do - in order to help the library to respond to the needs of the community.

This questionnaire has been carefully designed and tested to measure awareness of the library, so that librarians can find out how familiar different groups of people are with library services and facilities.

Your name has been selected to be included in this study. Your reply will be completely anonymous, and you cannot be connected in any way with your answers. There is no need to put your name or address anywhere on the questionnaire or envelope.

It should only take about fifteen minutes of your time (which I know is valuable) to complete the questionnaire. I hope you will be willing to take those few minutes to fill out the questionnaire, and then return it in the stamped, self-addressed envelope which is provided, by the date shown on the questionnaire.

This survey is part of a research project under the direction of the Library School, University of Southern California. None of the costs of the project are being paid for by the Ventura County and City Library, or by the taxpayers of Camarillo, but the information that is gathered will be delivered to the Library for their use.

The success of this project depends upon each person's help and cooperation. Your answers are very important to us.

Thank you very much.

Sincerely,

Aleta Benjamin

Survey Director

AB:bh

UNIVERSITY OF SOUTHERN CALIFORNIA
University Park
Los Angeles, California 90007

Estimado Residente de Camarillo:

¿Cual es el grado de su conocimiento sobre la Biblioteca Publica?

El modo que usted conteste esta pregunta podrá rendir ayuda y ayudara a mejorar el servicio Bibliotecario, no solamente en la ciudad de Camarillo, sino tambien para el resto del condado de Ventura. Necesitamos la ayuda de todos ustedes que no usan la biblioteca, como tambien de ustedes que la usan y asi rendirán sugestiones, y recomendaciones para que su Biblioteca pueda responder a las necesidades de la comunidad.

Este cuestionario ha sido diseñado cuidadosamente y probado para medir el conocimiento que tiene el publico para sus Bibliotecas. Esto se ha hecho, y se hace, para que las Bibliotecarias se enteren del conocimiento que tiene el publico de su Biblioteca, sus servicios y facilidades.

Su nombre ha sido seleccionado para que sea incluido en este estudio. Su respuesta permanecerá anónima completamente, y usted nunca será identificado con sus respuestas. No se hace necesario que usted incluya su nombre o dirección de domicilio en el cuestionario, o en el sobre.

El llenar el cuestionario no consumira mas de quince (15) minutos de su tiempo el cual es muy valuable. Esperamos que usted se anime a tomar los cuantos minutos necesarios para llenar el cuestionario, y regresarlo en el sobre estampillado que le es provenido.

Esta investigacion es parte de un proyecto informativo bajo la direccion de la escuela Bibliotecaria de la Universidad de Sur California. La Ventura County and City Library (La Biblioteca del Condado de Ventura) no está sufragando los gastos de este proyecto, tampoco lo hacen los residentes de Camarillo, pero la informacion colectada se la enviaran a la Biblioteca del Condado para su disposicion.

El exito que tenga este proyecto depende en su cooperacion y ayuda de una y cada persona. Sus contestaciones son de suma importancia para nosotros.

Muchisimas gracias.

Sincéramente,

Aleta Benjamin

Directora del Proyecto

APPENDIX 3

TESTING INSTRUMENT

BEST COPY AVAILABLE

ENGLISH

We are trying to improve library service in Ventura County, by studying your awareness of the library. We are intersted in people who do not use the library, as well as those who do. Please place the completed questionnaire in the enclosed envelope, and return it by NOV 15

PLEASE ANSWER ALL QUESTIONS AS OF JULY 1, 1973. THANK YOU.

1. PLEASE CHECK THE APPROPRIATE BOX FOR EACH OF THE LIBRARY SERVICES OR FACILITIES LISTED BELOW, FOR THE CAMARILLO LIBRARY.

SERVICES FACILITIES	DEGREES OF AWARENESS				
	LIBRARY DOES NOT OFFER THIS.	THINK IT MIGHT, BUT NOT SURE.	LIBRARY HAS THIS, I DON'T USE IT.	LIBRARY HAS THIS, I USE SOMETIME.	AWARE OF THIS, I USE IT OFTEN.
a. Books	☐	☐	☐	☐	☐
b. Magazines	☐	☐	☐	☐	☐
c. Newspapers	☐	☐	☐	☐	☐
d. Films	☐	☐	☐	☐	☐
e. Phono records	☐	☐	☐	☐	☐
f. Cassettes	☐	☐	☐	☐	☐
g. Information (reference) service.	☐	☐	☐	☐	☐
h. Telephone information service.	☐	☐	☐	☐	☐
i. Bookmobile	☐	☐	☐	☐	☐
j. Talking & Large Print books.	☐	☐	☐	☐	☐
k. Book-form Catalog.	☐	☐	☐	☐	☐
l. Auto repair manuals	☐	☐	☐	☐	☐
m. Consumer's information	☐	☐	☐	☐	☐
n. Stock market information	☐	☐	☐	☐	☐
o. Slides	☐	☐	☐	☐	☐
p. Community & gov't. information	☐	☐	☐	☐	☐
q. Television lounge	☐	☐	☐	☐	☐

2. When a person checks out a book at the Camarillo library,

a. it must be returned to that library only. ___yes ___no ___don't know
b. it can be returned to any other branch or bookmobile as well. ___yes ___no ___don't know
c. it can be put in the book return slot when the library is closed. ___yes ___no ___don't know

3. The Camarillo library is part of the Ventura County and City Public Library. ___yes ___no ___don't know

4. The Camarillo library is part of the Black Gold Cooperative System. ___yes ___no ___don't know

5. If the Camarillo library does not have the book you need or want, or they cannot find the answer to your question, they can

a. do nothing more about it. ___yes ___no ___don't know
b. try to see if the other libraries in Ventura County can help. ___yes ___no ___don't know
c. try to get the book or information from other libraries in Southern California. ___yes ___no ___don't know
d. go to the State Library for assistance. ___yes ___no ___don't know

6. Do you think the library would answer questions about the following items:

a. natural childbirth ___yes ___no ___don't know
b. points of grammar ___yes ___no ___don't know
c. where to go for passport ___yes ___no ___don't know
d. origin of name "Camarillo" ___yes ___no ___don't know
e. who is your Congressman ___yes ___no ___don't know
f. what was Cary Grant's first movie ___yes ___no ___don't know
g. how to raise rabbits ___yes ___no ___don't know
h. time difference between Camarillo and London ___yes ___no ___don't know
i. translate a foreign word ___yes ___no ___don't know

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7. How often did you use the Camarillo library during the last 12 months?

___ Once a week or more.
___ At least once a month, but less than once a week.
___ Less than once a month.
___ Not at all.

8. Have other members of your family used the Camarillo library during the last 12 months?

___ yes ___ no ___ does not apply

9. Do you ever use anything borrowed from the Camarillo library by someone other than yourself? ___yes ___no

10. If you did NOT use the Camarillo library during the last 12 months, what was the reason or reasons you didn't?

___ I don't need to use books or other library materials.
___ I buy, or already own, all of the books I need.
___ It is more convenient to get what I need from other libraries.
___ It is too difficult for me to get to the library.
___ The library is not open when I am able to use it.
___ I don't have time to read.
___ The library does not have what I want (or need).
___ Other: _____

11. What libraries have you used during the last 12 months, in addition to, or instead of, the Camarillo library?

___ None
___ Simi library
___ Moorpark library
___ Wright library
___ Conejo (Thousand Oaks)
___ Foster library
___ Other: _____

12. How far is your home from the public library?

___ I don't know where the library is. ___ less than 1 mile. ___ 1 - 5 miles. ___ more than 5 miles.

13. How long have you lived in Camarillo?

___ Less than 1 year.
___ At least one, but less than 2 years.
___ At least 2, but less than 5 years.
___ 5 years or more.

14. What is your age? (as of July 1, 1973)

___ 18-21 ___22-25 ___ 26-33 ___ 34-41 ___42-49 ___ 50-57 ___58-65 ___ 66 & over

15. What is your sex? ___ male ___ female

16. How many years of school have you finished?

Elementary: ___ under 5 years ___ 5-7 years ___ 8 years
High school: ___ 1-3 years ___ 4 years
College: ___ 1-3 years ___ 4 years or more

17. What is your marital status? ___ single ___ married ___ divorced ___ widowed

18. What languages do you speak?

___ English
___ Spanish
___ Other: _____

19. What languages do you read?

___ English
___ Spanish
___ Other: _____

20. What is your principal activity or occupation? (check one)

___ retired
___ student
___ housewife
___ professional
___ farmworker
___ bluecollar (factory, mechanic, craftsmen, etc.)
___ whitecollar (office, sales, technical, etc.)
___ other: _____

21. Was your family's total income in 1972

___ under $4,000 ___$4,000 to $5,999 ___$6,000 to $7,999 ___$8,000 to $9,999
___ $10,000 to $13,999 ___$14,000 to $17,999 ___$18,000 and over

22. Would you like to know more about the library? ___yes ___ no ___ have no need to

If yes, what would you like to know? _____

_____

Any other comments: _____

_____

THANK YOU AGAIN.

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ESPAÑOL

Estamos tratando de mejorar el servicio de la biblioteca en el condado de Ventura, por el estudio de un cuestionario de la biblioteca. Nos interesamos los que no usan la biblioteca, el mismo que los que usan. Haga el favor de poner el cuestionario completo en el sobre aquí proveído, y devolverlo antes del NOV 15

HAGA EL FAVOR DE RESPONDER A LAS PREGUNTAS POR LO QUE USTED CONOCE DESDE EL PRIMERO DE JULIO DE 1973.

GRACIAS.

1. HAGA EL FAVOR DE DECIDIR EN CUANTO A LOS SERVICIOS Y FACILIDADES DE BIBLIOTECA, PARA LA BIBLIOTECA DE CAMARILLO.

SERVICIOS FACILIDADES	DIMENSIÓN DE CONOCIMIENTO				
	LA BIBLIOTECA NO LO OFRECE.	PIENSO QUE QUIZÁS LO OFRECE, PERO NO ESTOY SEGURO.	LA BIBLIOTECA LO TIENE, PERO NO LO USO.	LA BIBLIOTECA LO TIENE, LO USO A VECES.	LO CONOZCO, LO USO A MENUDO.
a. Libros	☐	☐	☐	☐	☐
b. Revistas	☐	☐	☐	☐	☐
c. Periódicos	☐	☐	☐	☐	☐
d. Películas	☐	☐	☐	☐	☐
e. Discos	☐	☐	☐	☐	☐
f. Cartucho	☐	☐	☐	☐	☐
g. Servicio de información (referencia)	☐	☐	☐	☐	☐
h. Servicio de información por teléfono	☐	☐	☐	☐	☐
i. Biblioteca Andante	☐	☐	☐	☐	☐
j. Libros de letra grande y libros en disco (Libros Parlantes)	☐	☐	☐	☐	☐
k. Catálogo en forma de libro	☐	☐	☐	☐	☐
l. Manuales de reparo de coche	☐	☐	☐	☐	☐
m. Información para el consumidor	☐	☐	☐	☐	☐
n. Información de la bolsa	☐	☐	☐	☐	☐
o. Cortos en fijo	☐	☐	☐	☐	☐
p. Información del pueblo y del gobierno.	☐	☐	☐	☐	☐
q. Sala de televisión	☐	☐	☐	☐	☐

2. Cuando una persona presta un libro de la Biblioteca de Camarillo,

a. hay que devolverlo a esta biblioteca solamente.	___ sí	___ no	___ no sé
b. se puede devolverlo a cualquier biblioteca del condado, o a la Biblioteca Andante.	___ sí	___ no	___ no sé
c. se puede devolverlo por la puerta de buzón especial para libros.	___ sí	___ no	___ no sé

3. La Biblioteca de Camarillo es parte de la Biblioteca del Condado y la Ciudad de Ventura. ___ sí ___ no ___ no sé

4. La Biblioteca de Camarillo es parte del sistema cooperativa Black Gold. ___ sí ___ no ___ no sé

5. Si la Biblioteca de Camarillo no tenga un libro que usted quiere o necesita, o si ellos no puedan hallar la respuesta de su pregunta, ellos pueden

a. hacer nada más.	___ sí	___ no	___ no sé
b. tratar de ver si otras bibliotecas en el condado puedan ayudar.	___ sí	___ no	___ no sé
c. tratar de coger el libro o información de otras bibliotecas en el sur de California.	___ sí	___ no	___ no sé
d. llamar la Biblioteca del Estado para asistencia.	___ sí	___ no	___ no sé

6. ¿Cree usted que la biblioteca responderría a preguntas de lo siguiente:

a. parto natural	___ sí	___ no	___ no sé
b. gramática	___ sí	___ no	___ no sé
c. donde dan pasaportes	___ sí	___ no	___ no sé
d. orígen del nombre -Camarillo-	___ sí	___ no	___ no sé
e. quien es su miembro del Congreso	___ sí	___ no	___ no sé
f. cuál fué la primera película de Cary Grant	___ sí	___ no	___ no sé
g. como cultivar conejos	___ sí	___ no	___ no sé
h. diferencia de tiempo (horas) entre Camarillo y Londres	___ sí	___ no	___ no sé
i. traducir una palabra extraña	___ sí	___ no	___ no sé

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7. ¿Cuántas veces usó usted la Biblioteca de Camarillo en el año pasado?

_____Una vez por semana o más.
_____Una vez por mes, pero menos de una vez por semana.
_____Menos de una vez por mes.
_____Nada

8. ¿Ha usado la Biblioteca de Camarillo otros miembros de la familia?

_____sí _____no _____no aplica

9. ¿Usa usted cosas de la Biblioteca de Camarillo prestadas por otros? ____sí ____no

10. ¿Si usted NO usara la Biblioteca de Camarillo en el año pasado, qué fué el razón o razones?

_____No necesito libros o otras cosas de la Biblioteca.
_____Compro, o tengo, todos los libros que necesito.
_____Es más conveniente coger lo que necesito de otras bibliotecas.
_____Es demasiado difícil ir a la biblioteca.
_____La biblioteca no está abierta cuando puedo usarla.
_____No tengo tiempo para leer.
_____La biblioteca no tiene lo que quiero (o necesito).
_____Otra cosa: _____

11. ¿Cuáles bibliotecas ha usadó usted durante el año pasado, además de, o en vez de, la Biblioteca de Camarillo?

_____Ningunas
_____Simi
_____Moorpark
____Wright
____Conejo (1000 Oaks)
____Foster (Ventura)
____Otra: _____

12. ¿Cuántas millas de la biblioteca es su casa?

_____No sé donde está la biblioteca.
_____Menos de una milla.
____ 1 - 5 millas.
____ más de 5 millas.

13. ¿Cuántos años ha vivido usted en Camarillo?

_____ Menos de un año.
_____ Un año, pero menos de dos.
____ Dos, pero menos de cinco.
____ Cinco años o más.

14. ¿Cuántos años tiene usted? (en cuanto al primer de Julio 1973)

_____ 18-21 ____22-25 ____26-33 ____34-41 ____42-49 ____50-57 ____58-65 ____66+

15. ¿Sexo? _____hombre ____mujer

16. ¿Cuántos años de escuela completó usted?

Primária: ____menos de cinco
____ 5 - 7
____ 8 años
Secundaria: ____1 - 3 años.
____4 años.
Universidad: ____ 1-3 años
____ 4 años o más.

17. ¿Su estado marital?

____sólo ____casado ____divorciado ____viudo

18. ¿Qué idiomas habla?

_____Inglés
_____Español
_____Otro: _____

19. ¿Qué idiomas lee usted?

_____Inglés
_____Español
_____Otro: _____

20. ¿Qué es su actividad principal o occupación?

____retirado de empleo
____estudiante
____madre de familia
____profesional
____bracero
____empleado de fábrica, mecánico
____empleado de oficina
____ otro: _____

21. ¿Qué fué el ingreso total de su familia in 1972?

____menos de $4,000
____$4,000 -$5,999
____$6,000 -$7,999
____$8,000 - $9,999
____$10,000 - $13,999
____$14,000 - $17,999
____ más de $18,000

22. ¿Quiera saber más de la biblioteca?

____sí ____no ____no lo necesito

¿Si sí, qué quería saber? _____

Otros comentos: _____

GRACIAS DE NUEVO.

APPENDIX 4

NEWSPAPER ARTICLE

Library questionnaires set

Some 1,365 questionnaires will be arriving at a random sampling of Camarillo homes this week as part of a survey studying community awareness of the county library system and facilities.

The survey is being conducted by Ms. Aleta Benjamin, Ventura, as part of credit requirements for her master's degree in library sciences. The questionnaires are being mailed under auspices of the graduate library school of the University of Southern California.

Results of the survey, expected to be compiled by the first of the year, will be forwarded to the Ventura County Library. The library has been cooperating in selection of Camarillo as the "pilot study" of what may be the first of a series of 'consumer awareness' questionnaires sent out throughout the county.

Area residents have been asked to cooperate in compiling responses to the questionnaire, which is in both English and Spanish. Respondents will remain anonymous.

The questionnaires are being sent to 10 per cent of the local population, based on voter registration records.

It is believed that information gleaned from the survey will be useful in library planning.

The Daily News, Camarillo, Calif., Thursday, Oct. 25, 1973 A-3

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